

Not a member but interested in trying our resources? [Set up your non-member account.](#)

Member Benefit/Note from DAA's Executive Director

2020 DAA Quantie Awards Nominations Now Open

Recognition for your outstanding work as a digital analyst, team, or company is important. That's what the [DAA Quanties](#) is all about. *And winning a DAA Quantie Award is a big deal!* BUT...you can't win if you don't enter.

Nominations are open March 16 - July 30 in the [DAA Quanties Nomination Portal](#). Members may submit nominations at no charge as a benefit of membership; there is a fee for non-members to submit.

[Join DAA today](#) to take advantage of the opportunity to enter the DAA Quanties at no charge!
[Find out more.](#)

DAA Symposia Updates

Anyone who is planning on attending an event or gathering in the near future is experiencing the question, "Should we have the event or not?", in the wake of the Covid-19 virus

As of this newsletter issue, our two April symposia in Chicago and Dallas have been postponed. The remaining [2020 symposia](#) are scheduled to run as planned. We will provide updates on our new event dates on our website as they are rescheduled.



Get Grounded in the Basics of Digital Analytics

The 2020 session of the Essentials Series, Part 1 – **Fundamentals in Digital Analytics** starts April 14. This is a LIVE interactive, discussion-based education program that is offered completely online, and **only once per year**. You'll have live access to the instructor and fellow classmates through the DAA learning platform.

The course is taught by DAA lead trainer **Anil Batra**, Managing Director of Optizent. Fundamentals of Digital Analytics is a series of six LIVE one-hour classes, prescheduled on Tuesdays and Thursdays, April 14-30.

[Find out more](#) and [register today!](#) [Join DAA today and save a cool \\$200 on tuition!](#)

Thought Leadership

Connecting the Dots Between Web, App, and More...

by **Mai Alowaisih**

In less than a decade the analytics industry has radically changed. Up until 2012, DAA was actually called the WAA (Web Analytics Association). The name change was made in large part to reflect the full gamut of data that analysts deal with in marketing and optimization. The contemporary analyst has become a storyteller of sorts, gathering and interpreting data from multiple platforms in order to understand the totality of a user's journey. [Read more.](#)

Wednesday Webinar

Data Analytics for Successful Marketing Automation

Date: Wednesday, March 18, 2020

Time: 1:00 pm EDT

MAPP Sponsored Webinar with Steven Bennet, Solution Consultant for MAPP

Marketing automation has become an integral part of a holistic cross-channel strategy. Nevertheless, many marketers still make decisions based on their gut feel when it comes to managing their customer journey and to avoid churn. As a result, a lot of marketing potential is not activated. Successful touchpoints and contact scenarios are based on reliable and actionable insights. Data analytics alone is not sufficient for this. Rather, it is about implementing an insight-led marketing strategy for successful cross-channel activities. With the right strategy and technology in place, marketers can gain valuable, easy-to-use insights in real time to fuel their marketing automation in a highly personalized manner and optimize their activities on a regular basis. [Register now.](#)

Read the Latest Market Analysis of Unified Data Solutions

Provided by **TMMData**

Learn how Unified Data Platforms solve organizations' challenges with data silos and data quality, and why industry analysts say every data analytics professional should evaluate these tools to consolidate their data ecosystem.

Analysts at Eckerson Group share their insights in a new report "**The Rise of Unified Data and Analytic Platforms: The Case for Convergence**". [Download](#) your complimentary copy today!



2020 Digital Intelligence & Analytics Survey Coming

As part of DAA's commitment to ongoing research in our field, DAA will be fielding the 2020 Digital Intelligence and Analytics Online Survey later this month, in partnership with Forrester. The survey will focus on the current state of the digital intelligence and analytics technology market. Forrester will publish a report, summarizing the survey results, and DAA will host a webinar about the research. All respondents will have complimentary access to both. DAA will send an email later this month with more details, along with a link to the survey.

Save the Date!

OneConference and Quantie Awards Party October 2020

Join us back in Chicago at the beautiful lakefront Venue SIX10, October 21 - 22, 2020 for the second annual OneConference. Last year's groundbreaking inaugural event brought the digital analytics community together for two days of inspiring speakers, educational growth, and networking. This year, we are upping the ante, adding a day of pre-conference workshops on October 20 before the main event kicks off.

[Register early](#) to enjoy discounted rates. And, of course, your registration for OneConference includes admission to the Quantie Awards Party on Wednesday, October 21, the digital analytics community's award ceremony recognizing the industry's best and brightest. Nominations for the Quantie Awarers are now open!

Expanded DAA Mentor Program

Expanded DAA Mentor Program

On April 1, the DAA Mentoring Program will allow mentorships between any and all members! Started by the Women in Analytics initiative, the program aims to empower women to work together to advance professional development. We now want to open the program to all members due to its success and growing interest. Learn more about the program and read Mai Alowaisih's blog on "Tips for a Fruitful Mentorship Experience".

We now want to open the program to all members due to its success and growing interest. [Join DAA today](#) and take advantage of this member benefit.

Call for Papers!

Applied Marketing Analytics Journal has announced a call for papers for an upcoming special issue on Innovative Methods to measure Digital Marketing Analytics. Submit your paper by the September 15, 2020 deadline. [Details here.](#)

Upcoming DAA and Other Events

DAA Webinar: Data Analytics for Successful Marketing Automation	Online	Mar. 18
DAA Webinar: Recent Changes in the Browser Landscape	Online	Mar. 25
Adobe Summit	Online	Mar. 31
DAA Essentials Series Online: Fundamentals of Digital Analytics	Online	Apr. 14 - 30

Find a New Job at DAA Career Center

Consider these jobs from our DAA Corporate Members along with others listed on the Career Center. Special thanks to our exclusive [Career Center](#) sponsor: [TheTopCandidate.com](#).

Data Engineer	Evolytics	Parkville, MO, USA
Data Scientist, Analytics	Facebook	Menlo Park, CA, USA
Data Analyst	Timeshare CMO	Remote
Technical Producer, Analytics	Acronym	New York, NY, USA

2020 Gold Trustee Partner: Adobe

Digital Analytics Association thanks [Adobe](#) for being a 2020 Gold Trustee Partner.



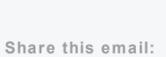
2020 Silver Trustee Partner: AT Internet

Digital Analytics Association thanks [AT Internet](#) for being a 2020 Silver Trustee Partner.



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